



Internship Report
On
Digital Marketing Activities of Nordic Express Limited

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Subject: Submission of Internship report

Honorable sir,

With great pleasure, submitting my Internship report on the topic “**Digital Marketing of Nordic Express**”. While preparing this report, your instruction and guidelines as well as those given by my supervisor have been followed.

This report has been completed with my experiences I have achieved during the Internship period at Nordic express. I hope they will be quite helpful to enlighten my future career and knowledge as well. I hope this report to be informative as well as comprehensive.

My special gratitude to you for dedicating your valuable time, expert guidance and support. I have tried my best to complete the report appropriately as much as possible. I shall be pleased to answer any sort of query you may have regarding this report.

.....

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Acknowledgement:

At the beginning, conveying my gratefulness to the Almighty Allah for giving me the strength to complete the report properly. Without his diving blessings, it would never be possible for me to complete both internship period and this internship report successfully. A special thanks and gratitude goes to my Internship supervisor, **Muhammad Ariful Ghani**. Without his valuable supervision and directions, it would not have been possible to complete this report. My heartfelt gratitude to **Nordic Express** for giving me the chance to complete my internship program at their office, for allowing me to collect information and helping me every possible way in preparing the internship report. My endless thanks go to **Mr. Masudur Rahman**, Head of Customer Service, for being patient and supporting me during my internship program. I was also blessed to have an instructor like **Anowar Hossain**, Senior Executive Officer. Without their support, I would not be able to gain knowledge about digital marketing and provide information in this report. Also all of other colleagues had been very helpful and they made my internship period more enjoyable and eventful one. Finally, my sincere gratitude goes to BRAC University Authority for arranging this internship program for students. It really makes student capable of doing official tasks before entering the corporate world.

Executive Summary

Nordic Express started its journey in 1984. For an agency, the service quality is very important to satisfy its clients and delivering the service in the shortest possible time is another challenge.

Complication becomes so critical when an agency needs to deal with both of the client groups: one is Social Client and Another one Corporate Client. Each of the groups has a distinguished set of complications in order to provide the service. But Nordic Express has managed over the years the finest possible ways to serve its clients.

Nordic Express not only deals with the client, it also has some ventures that it needs to regulate. Apart from those digital issues, Nordic Express is working on many big digital campaigns of their corporate clients. Clients such as SF Express Co., Ltd. Mobil – MJL Bangladesh Ltd. etc. Are main stakeholders of Nordic Express. Dhaka International Motor Show and US Trade Show are two of those biggest digital campaigns they have done so far.

In order to carry the study we have collected several secondary data from the past annual reports. Finally we have also suggested various probable solutions those we feel can be of help in order to improve the situation and recommended various other options to develop the overall service and customer Satisfaction.

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Company Overview

Overview of Nordic Express Limited:

Nordic Express Limited (NEX) began its journey with the conglomerate having more than 35 years legacy in express and logistics business in Bangladesh. The aim is high and NEX aspires to be one of the leading logistics brands on its own.

With the added advantage of experienced employees, infrastructure and expertise in the industry know how, NEX's focus extends to freight, contract logistics, supply chain and warehousing alongside mainstay expresses business. In pursuit of its long term objective, it joined hands with several regional principals known for strategic and diversified business portfolio.

NEX employs more than 200 full time employees and covers delivery business network by its own fleet of 32 operations vehicles, 18 branch offices and several service partners. On a monthly basis, NEX has the capacity to handle more than 100 tons in volume and 45 thousand in consignments of export and import.

Vision:

Vision of Nordic Express is to be the most preferred logistics company in Bangladesh.

Mission:

Mission of to be the customers preferred service provider for international air express, freight and logistics services.

CSR Activities:

Our efficient shipping planning uses lowest road transport. We use less paper to operate our office. Taking initiatives for better world.

- Tree plantation
- Observation cleaning day
- Observing Earth Day

Core values:

1. Place customer satisfaction as first priority and provide customized services
2. Value addition to the stakeholders through attaining excellence operations
3. Maintain high ethical standard and transparency in dealings
4. Be a compliant institution through adhering to all regulatory requirements
5. Contribute significantly for the betterment of the society
6. Ensure higher degree of motivation and dignified working environment for our human capital and respect optimal work-life balance
7. Committed to protect the environment and go green

Description about Digital Marketing of Nordic Express:

15 years ago in 2004 Nordic Express Limited opened its digital marketing department in Beverley Hills which is situated in Gulshan 2 C/A. From the initiation this department it focuses on the corporate customers and also the individual consumers to complete its goal, and it is accomplishing the job tremendously well. In 2017, Nordic affiliated with MJL Bangladesh through its digital marketing department to reach the customers of MJL Bangladesh more conveniently using online portal. Using this online portal all the customers of MJL Bangladesh order their products and Nordic Express delivers the products to the right customers in term of cash on delivery. Those customers who are living outside of Dhaka we suggest them to nearest authorized retailers address so that they can get the genuine engine oil. In addition to getting orders and delivering the products digital marketing department also help the customers by providing suggestions to their quarries which are mainly about engine oil.

In addition to working for the MJL Bangladesh the digital marketing department also take orders through online for Nordic Shipping lines to deliver parcels outside of the countries and if the customers is always connected to a network they can easily track their parcel location by using the specific tracking number for that particular package.

SF Express Co., Ltd. is a Chinese delivery services company based in Shenzhen, Guangdong, China. It is the second largest courier in China, and it provides domestic and international express delivery. Currently SF Express wants to expand their business in Bangladesh so they merged with Nordic Express thus digital marketing department looks after SF Express's online delivery in Bangladesh.

Digital Marketing department is not only working with SF Express but also working for General Logistics Systems often shortened to GLS and Skycom Express as they have also affiliated with Nordic Express to run their business in Bangladesh.

Introductory Part:

Scope of the Study:

Digital Marketing is becoming more important in developing nations including Bangladesh in recent years. It takes up an essential part in the financial progression of the organization also making the life easy for the customers and sellers. The organizations are making astounding benefit by the help of Digital marketing department since the people of developing countries got available internet access.

The report covers the activities, analysis of getting orders etc. The most part of the reports about the online marketing and promotion and also contains some portion of Nordic Express. The planning of this report offers an incredible chance to have a top to bottom information of online marketing activities exercises by Nordic Express. This report has been made in light of the experience accumulated amid the time of 3 months' internship program. It was an open door for me to learn and execute the whole procedure of digital marketing exercises.

This report will be a great way for the BBA graduates who are willing to pursue their career in Digital Marketing Section. It will give them abundant opportunities to know about how digital marketing helps to create more profit for a Particular Organization also which activities are blocking the way of flourishing this sector.

Rationale of the report

In the competitive global era, theoretical education serves to support a graduate into profession by giving a degree yet internship position program influences the theories and cultured cases to real by putting the understudy in a genuine work situation performing real skilled errands, which the activity includes. For this, internship report has been made mandatory for all Business students of BRAC University who are going to be graduated. As a part of the BBA program, every one of the students of this university needs to practice an internship program with a reason to get real idea about the present professional world. It's a three months' period time program.

After finishing of internship program, every students needs to present a report specifying the exercises performed and what they learned during this three month of their internship.

Objective of the Study:

The main objective of this study is to achieve genuine and applied understanding about digital Marketing activities. The broad objectives and specific objectives are presented below:

Broad Objective:

The broad objective of this study is to be acquainted with the working atmosphere of present organization, to identify in-house culture of the corporate world and make a balance between theoretical knowledge and professional practice.

Specific objectives:

1. To understand and analyze the overall digital marketing activities of Nordic Express Limited.
2. To gain knowledge about the activities and functions of Digital Marketing to relate the theoretical learning with real life experience.

Literature Review:

Online marketing is difficult to execute successfully and measure adequately (Ranaweera & Prabhu, 2003). The quest for reliable metrics means that some marketers will shy away from implementing online tactics that draw only short-term attention to tactics that actually allow for prospect identification and capture of behavioral data (Riegner, 2011). Based on Trusov, Bucklin and Pauwels (2009), much of what happens in social marketing are little more than experimental, or simply about “insights” rather than metrics.

Many marketers feel the need to “tick” the social media box and demonstrate how cutting edge they are, while the primary drivers of their campaign remain embedded in traditional media (Guba & Lincoln, 1991). There is a need to affect a paradigm shift from a traditional “more is better” approach! While many social marketers fixate on volume metrics (website traffic, hit rates, click-throughs, time spent on-line, postings etc.), successful social marketing often depends more on qualitative metrics for desirable signs of the tone, quality and customer benefit of the interaction (Cronin, Brady & Halt, 2000; Fisher, 2009). Such metrics not only measure whether people are engaged, but how they are engaging (Keller & Berry, 2006). However, such metrics often need to be customized for individual campaigns and need to be considered in the pre-launch phase, ideally incorporated in message testing (Robe, 2011).

Baker (2009) stated that consumers learn about brands through social media. Hayride and Quinton (2012) estimated that consumers generated more than 500 billion impressions about products and services through social media in 2011, approximately one-quarter of the number of impressions created through all forms of online advertising. Those earned media impressions help people learn about products.

Methodology:

This Portion of the report covers the sources of data which were used to collect all materials about

Digital Marketing department of Nordic Express Limited and its activities.

Data sources are two types:

- Primary data
- Secondary data

Primary data:

- Informal discussion and individual conversation with staffs.
- Face to face informal discussion, Comment section suggestions from customers
- Participation in the digital marketing activities of the Organization.

Secondary data:

- Annual report of Nordic Express Limited [2017, 2018]
- Brochures, Manual and some online publications of Nordic Express.
- Online data from the website of Nordic Express Limited.

Analysis and Interpretation of the data:

My responsibilities at digital marketing department was in between receiving and delivering orders. I am going to describe all step by step and show the interpretation of all data.

Activities of Digital Marketing Department (My Responsibilities)

As an employee of Digital Marketing Department my responsibilities were to handle the online selling of Mobile Bangladesh as I stated before that Nordic Express looks after the MJL Bangladesh's online activities.

Nordic Express Limited is doing well in the sector of digital marketing. Digital marketing activities represents help business develop strong relationship with their clients and customers. Their Digital Marketing department representatives answer customer questions, help resolve problems, process refunds and make suggestions regarding the orders of additional products and services. They follow some steps so that they can easily operate these sectors, those sectors are:

1. Taking orders from customers
2. Orders confirmation
3. Create Invoices
4. Handing over the products to delivery man
5. Confirmation of Delivery
6. Providing advice on purchasing products or services
7. Listening to customers or client complaints and working to resolve it
8. Communicating with client and customers about their experiences with a product or services

Taking orders from customers:

Taking orders from the customers are the first step of digital marketing department, by this step customer from all over Bangladesh they can order their product, after received those ordered we cratered profile for all individual customers. Mainly these orders are come from via online portal, face book page, website and phone calls.

Order Confirmation:

After taking order from customer the main task is order confirmation, Those customer are order their product digital department they contacted with them and they ensure to that customer that is there order is confirmed. For this reason customer will be happy that their product will be arrive soon.

Create Invoice:

After order confirmation next process is create invoice, In this invoice we add customer details, their important information, their product name which they want, gift items, and most important is we give them too invoice number, for this they will track their product.

Products Handover to Deliveryman:

After create invoice we have to handover products to our delivery man with the invoice, in that invoice there will be all instruction so that it will be easy to catch what they have to do.

Confirmation of Delivery:

When we handover products to our delivery man the next process is confirmation of delivery, this one is very important. We ensure confirmation of delivery via phone calls, that our customer received our products with good condition.

Providing advice on purchasing products or services:

We always try to providing and receiving advice on purchasing products and service. Sometimes we found much error but providing and receiving advice on purchasing products or services it will solve those error. This thing helps us to provide good quality services.

Communicating with clients and customers about their experiences with a product or service:

After all those things we communicate with clients and customers about their experiences with a product or service. In this case we want to know what was their experiences about our services also they give us some suggestions how we will provide the more good quality services.

Online Medias:

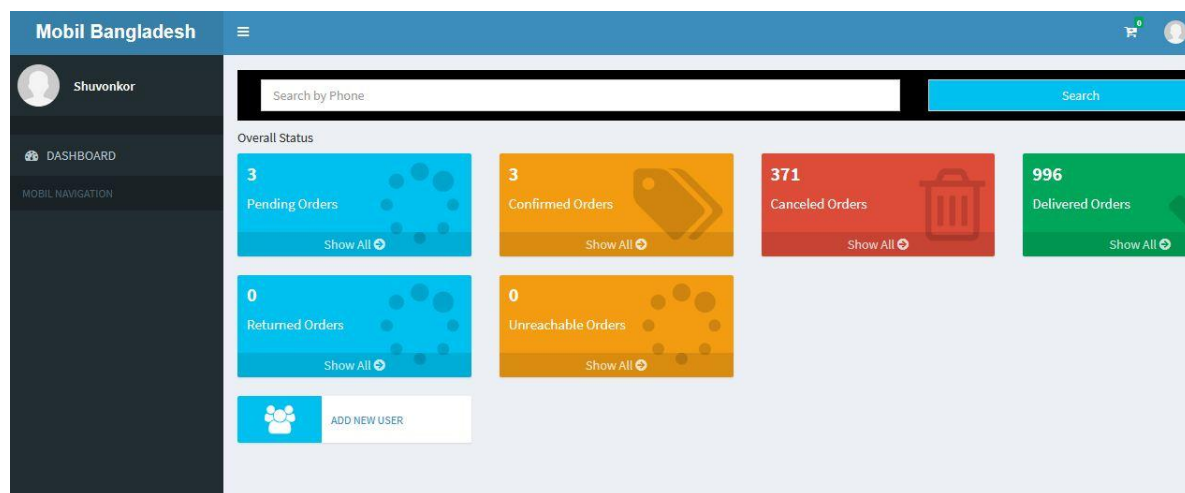
We did these activities via some online mediums. Without those mediums we cannot do all those things properly. Digital Marketing department comprises of working through these medias, I observed and worked in digital marketing department that's why my activities are comprise of four inter related medias, those are:

1. WEB Portal
2. VC Dial
3. Website
4. Face book Page

Nordic Express Limited use this four software for operating their digital marketing activities, description about these activities are given bellow:

WEB Portal:

Web portal is the main software media of Nordic express, by using these web portal customers they order their product and we receive their product and receiving their product we communicating with our customer and confirmed product and confirmation there product, when customer received their product we shift that order confirmed to delivered. Sometimes we found some ordered customer don't want to receive, in that time we shift that product confirmed to canceled. The picture of WEB Portal is given bellow:



VC Dial:

By Using VC Dial software we and our customer can contact with each other basically its calling communicating system. There are a fixed number, by dialing this number customer can easily communicate with us. This VC Dial opened at 10:00 am and closed at 8:00 pm. By using this VC Dial software we calling our customer for receiving orders, confirm orders, delivery orders and canceled orders. The picture of VC Dial is given bellow

Logged in as User: MJLOZ on Phone: SJ70002 to Campaign: MJLCAMP

2019-04-23 13:13:13 session ID: 8600052
Calls in Queue: 0

GROUPS LOGOUT

NO LIVE CALL

STATUS: Calling: (019)946-6160 UID: M4231253440000001095 Waiting for Ring... 4 seconds seconds: 59

YOU ARE PAUSED

DIAL NEXT NUMBER

☐ LEAD PREVIEW

RECORDING FILE:
20190423-125343_019946...

RECORD ID:

START RECORDING

WEB FORM

WEB FORM 2

PARK CALL

TRANSFER - CONF

HANGUP CUSTOMER

SEND DTMF

Customer Time: Channel:

Customer Information:

Title: First: MI: Last:

Address1:

Address2: Address3:

City: State: PostCode:

Province: Vendor ID: Gender: U - Undefined

Phone: DialCode: Alt. Phone:

Show: Email:

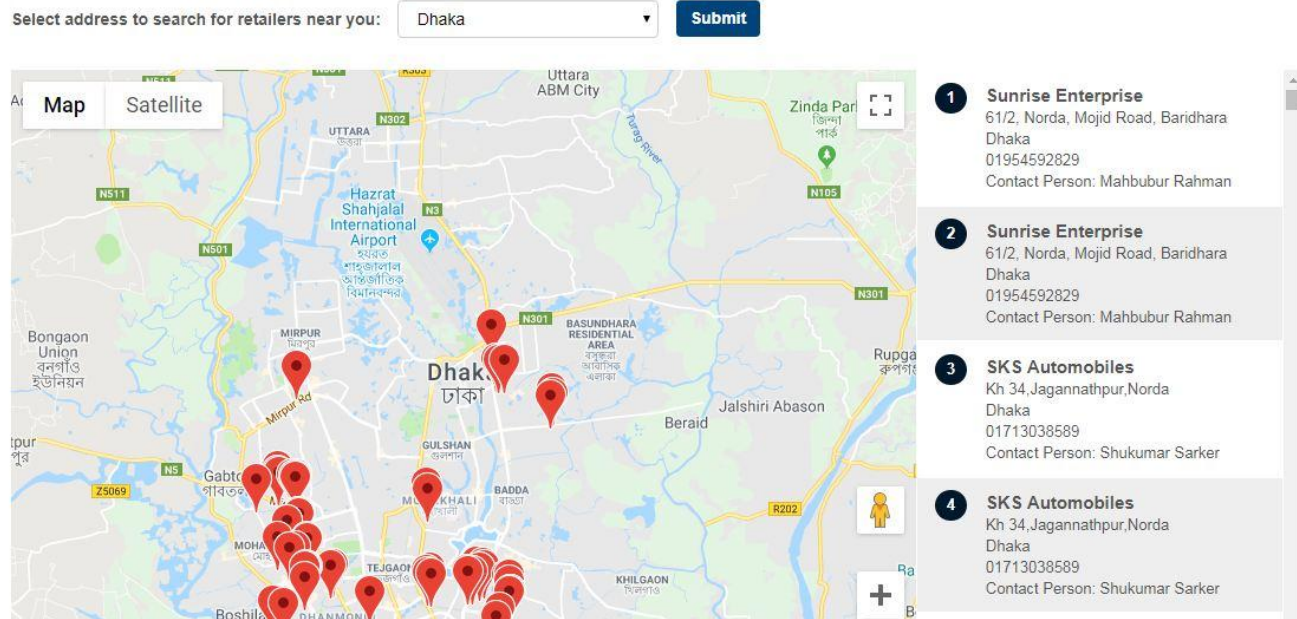
Comments:

0

[MANUAL DIAL](#) [FAST DIAL](#) [VIEW CALL LOG](#)

Website:

Website is the best way to reach our customers and it's a very important part of our digital activities. By using our website customer can easily know about their products and details with price, there are list of our products and customer can easily choose their products. The picture of website is given bellow



+ Aviation Products
+ Circulating Oils
+ Compressor Oils
+ Gas Engine Oils
+ Gear Oils
+ Greases
+ Hydraulic Oils
+ Marine Oils
+ Metal Processing Oils
+ Spindle Oils

Face book:

Nowadays face book is the best communication media. By using our face book page we can connect our customers from all over the world. So that by using face book customer can easily communicated with us they ask us their quarries and needs their problem so that we give them our suggestion. Also sometimes we uploaded many new offers of us so that customers can know our product and gift information satisfactorily.



Online orders and data Interpretation:

Right after the addition of online delivery in Digital Marketing section Nordic Express is selling and delivering MJL Bangladesh's products to the consumers and also to the retailers through online since June 2018. Customers just have to place an order through Face book page or through website. We take the order and after confirmation we deliver it to the customer, but take 70 taka delivery charge on every per liter delivery made and for every 4 liter delivery we take 100 taka as delivery charge. Nordic Express sell MJL Bangladesh's products through online directly to the customers and retailers. Nordic kept track of every products they sell through online. Statistics are given below:

Total Order	
Type	Total order
Face book	339
Friends & Family	124
Fair & Event	247
Web inbound	25
Employee reference	26
Self Purchase	6
Google Searching	48
Newspaper inbound	15
Banner (Mobil House)	7
Online Shopping sight's	9
TV	53
Radio	7
Total	906

This is the chart of total order taken and delivered the products to the customers through online since June 2018.

If we plot this information in a pie chart we see that 37% of the customers came to know about the products through Face book page.

27% of them became aware of that through Fair and event, so on and so forth.

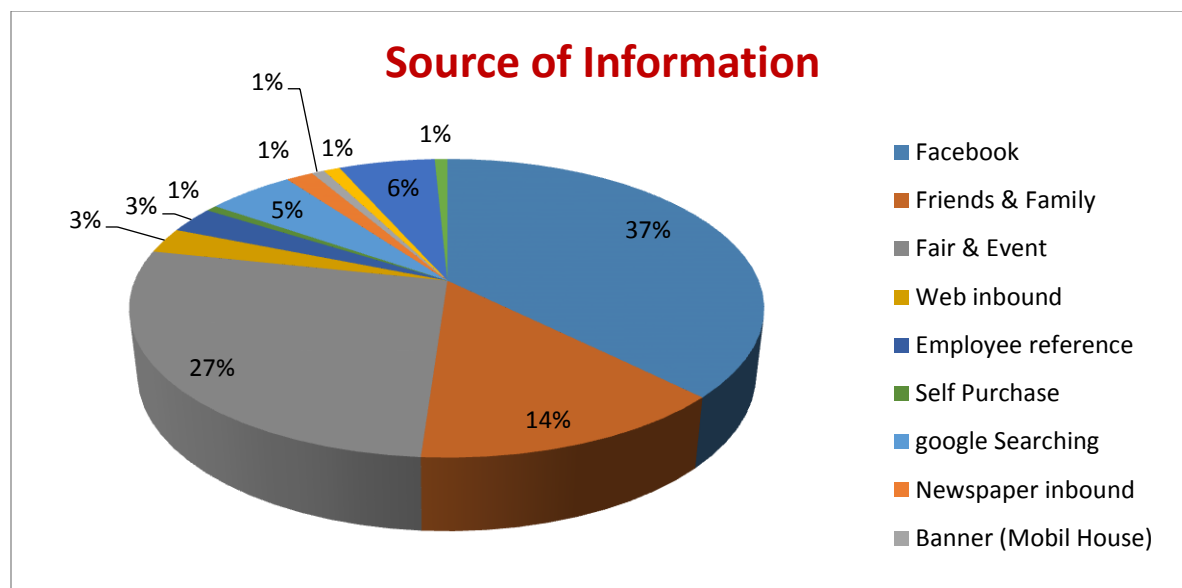


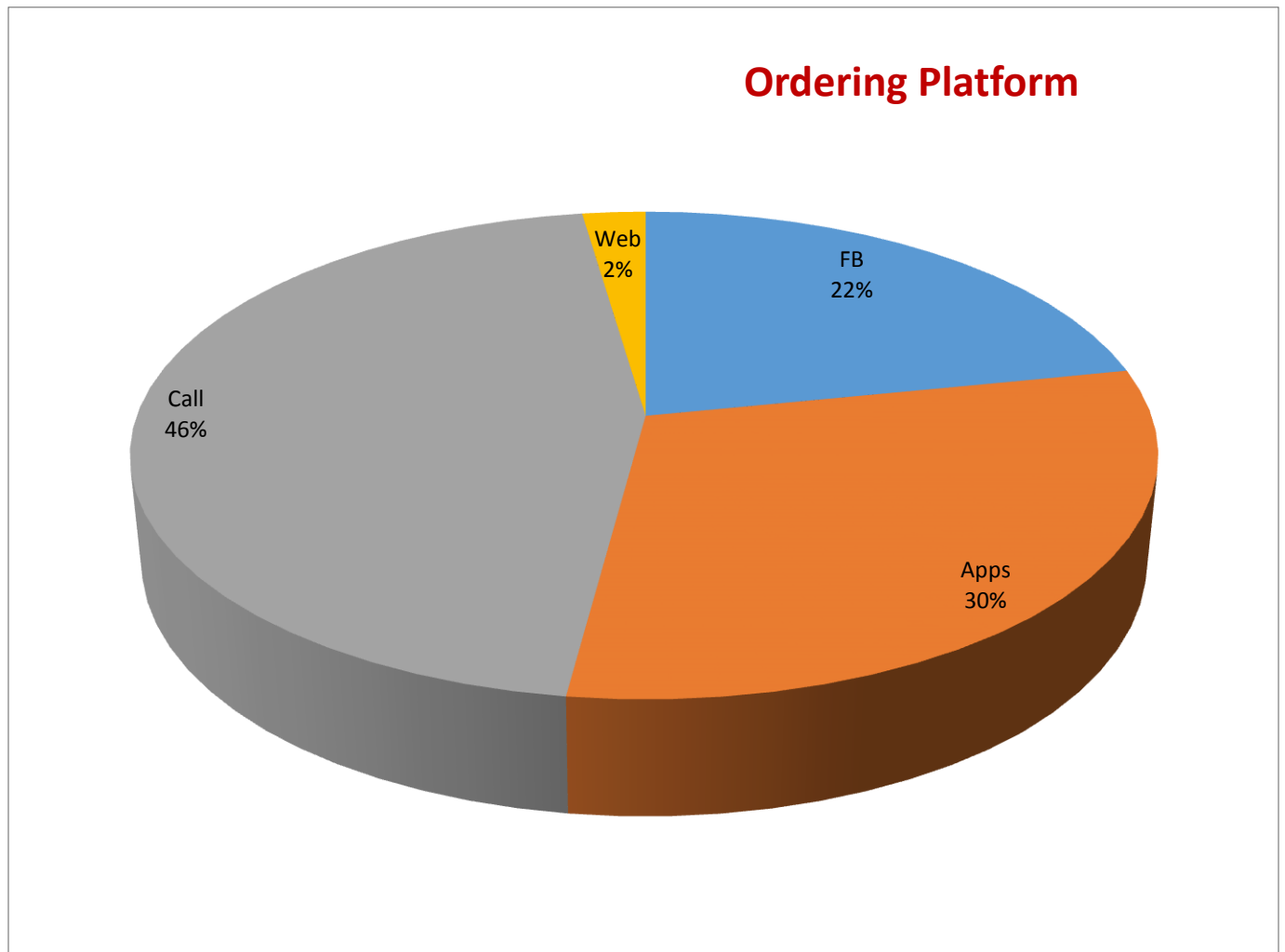
Figure: Pie chart of Total orders

Ordering Platform:

People are using four platforms to place an order- Face book, Website, Apps and by calling directly.

Ordering Platform	
FB	198
Apps	274
Call	413
Web	21
Total	906

IF we place that in a pie chart we get that
22% of total order are through Face book pages,
46% of them place order by calling directly,
30% of them use the apps
But only 2% use the website



Per week Delivered order

Weeks	Order
1st week	2
2nd week	12
3rd week	12
4th week	25
5th week	15
6th week	5
7th week	16
8th week	11
9th week	18
10th week	18
11th week	7
12th week	13
13th week	15
14th week	18
15th week	16
16th week	18
17th week	12
18th week	15
19th week	7
20th week	11
21th week	6
22th week	23
23th week	23
24th week	14
25th week	19
26th week	17
27th week	16
28th week	11
29th week	25
30th week	20
31st week	20
32nd week	23
33rd week	21
34th week	18
35th week	15
36th week	21
37th week	15
38th week	11
39th week	25
40th week	152
41st week	139
42nd week	6
Total	906

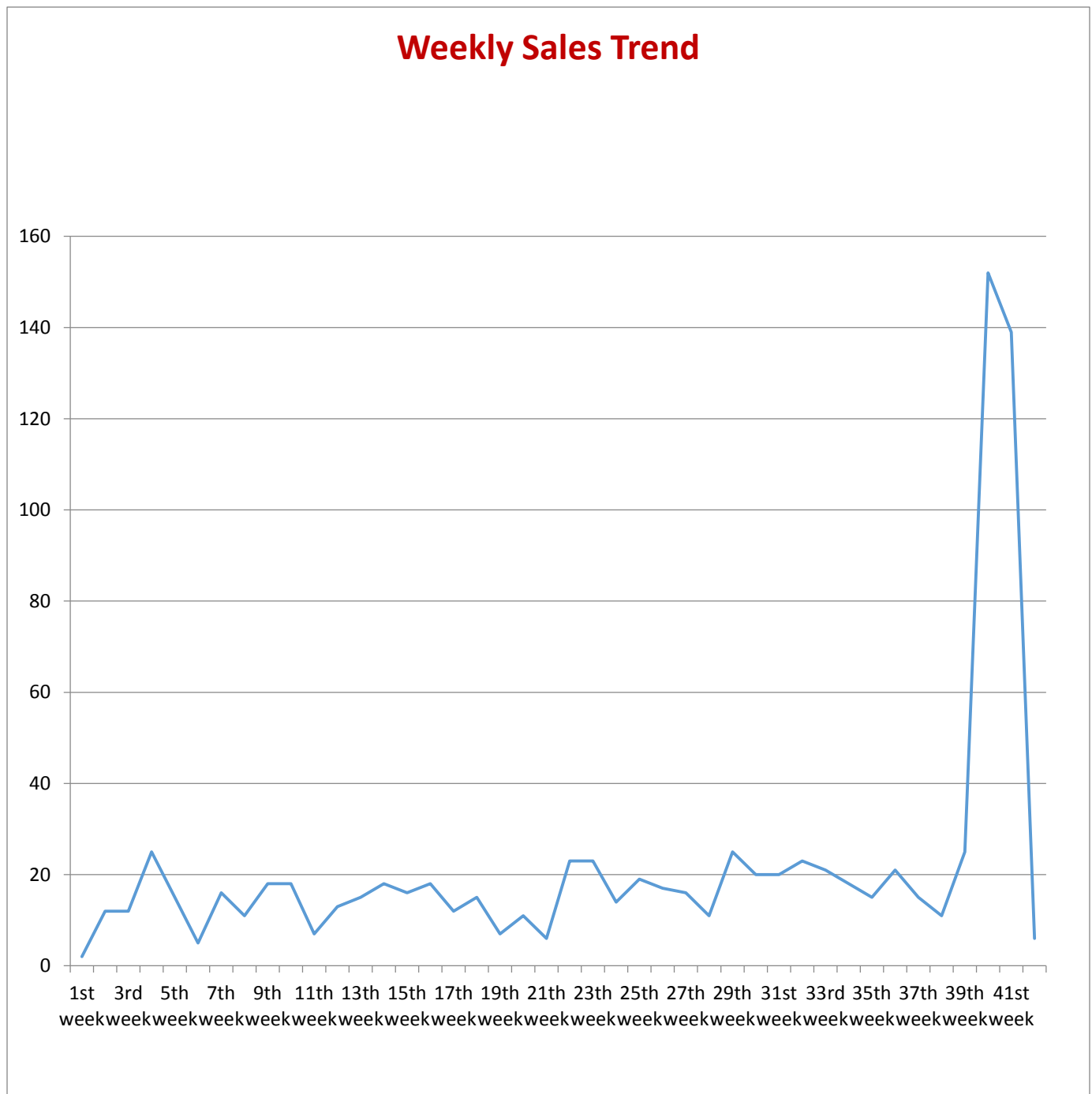


Figure: Weekly sales Trend

The above chart and the graph is showing our total delivery/week.

Concluding Part:

Findings of the Study:

1. There is a noticeable lack in work force. Consequently, the amount of work is awfully huge compared to other departments. Compared to work pressure work force is very low.
2. Nordic Express provides “employee grooming and training” to its current employee. With this less workforce compared to its work pressure when an employee is sent for any training program the branch has to work with even less employee. This put more pressure on other employee.
3. For delivering MJL Bangladesh’s products to any of the individual customer, Nordic Express charges a total fee of 70 tk/liter container. But if the customer orders two of those 1 liter of containers, the customer has to pay 140 taka. There is no discount which makes the customer feel little disappointed.
4. Customers are not enough encouraged to buy from online rather they are more comfortable to buy from store in person. Huge delivery charge and missing delivered product also getting defective products are some reasons behind that.

Recommendation:

Digital marketing is a quite new conception for most companies. It is a rising medium of communication where most of the youths are present and one of the most collaborating mediums of communication. Since digital marketing is advanced and still there is a lot to study here, I have delivered some recommendations that can help brands in digital marketing orientated firms to prosper in the upcoming in terms of being efficient and effective. Proposals are stated below:

1. Increase Funds on Digital Marketing:

These days 'people are cooperating with Digital marketing. Customers always try to keep the price low in digital marketing which is one of the causes to failure of brands.

2. Offer Training to the fresher of the Organization:

Company should endure providing training to the new strength then their potential. It will help the company in the long run.

3. Raise Effectiveness of Brand Pages on Social Media:

Always using product advertisement or same post again and again can irritate the existing and potential customers. So a brand page should also post something entertaining post which is not related to the products such as encouraging followers to play product related games, and participate in some product related quizzes.

4. HR Division Needs Enough Space to Deliver Important Papers:

HR division occasionally fails to provide essential document. This can be harmful for a company's reputation.

5. Increase Competence of Brand Pages on Social Media:

To increase the efficiency of brand pages one of the main requirements is to target the comments and replies of brand page which is created by the consumers.

6. Recruit More Staffs in Digital Marketing Department:

Company should recruit more staff who has vast knowledge about Digital Marketing. Knowledgeable employees can improve the company values.

7. Decrease the delivery charge:

Decreasing the delivery charge is more essential to attract more customers and encourage them to order more through online.

Conclusion:

The conclusion of digital marketing has now become a necessary topic for discussion. I am so happy that I could complete the last phase of my undergraduate life working in such an advertising agency. It was a great experience for me to work with Nordic Express. The office people they were great and very kind enough, when I need help they helped me a lot. As I mention earlier every communication counts. Though my work period attachments is not enough for a person to learn all those things. This has been a great learning experience for my careers. Digital marketing communication is essentials to make today's brands successful and reach not only locally but internationally.

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